

Client: NRSC 2012
 Product:
 Campaign: TV: 10/31-11/6/12

Station Order

Strategic Media Services, Inc.
 3299 K Street, N.W.
 Washington, DC 20007
 202-337-57

Rev #: 0

Flight From: 10/31/2012 to 11/06/2012

Buyer Name: Stephen Szostak

Sweeps: Share Nov 2011 -> HUT/PUT Nov

Estimate No.:
 Contract No.:
 Job No.:

Actg. Order No.: 21

WS Order No.: 68

Contract N

Market: WASHINGTON, DC (HAGRSTWN)
 Station: WJLA
 Station Contact: Barbara Monares

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross							Total Spots	
				Rate/ Total	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
1	MTWRF-- 05:00A-06:00A	EM 30	GOOD-WSH 5.00A	\$500.00 \$3,500.00	1	1	1			2	2	7
2	MTWRF-- 06:00A-07:00A	EM 30	GOOD-WASH 600A	\$900.00 \$6,300.00	1	1	1			2	2	7
3	MTWRF-- 07:00A-09:00A	EM 30	GD MRN AMR-ABC	\$1,200.00 \$8,400.00	1	1	1			2	2	7
4	MTWRF-- 04:30A-05:00A	EM 30	GOOD WASH 430A	\$150.00 \$750.00	1	1	1			1	1	5
5	---S- 07:00A-08:00A	EM 30	GD MRN-SAT-ABC	\$500.00 \$1,000.00				2				2
6	---Su 07:00A-07:30A	EM 30	WALL ST JRNAL	\$150.00 \$150.00					1			1
7	---Su 10:00A-11:00A	EM 30	THIS WEEK-ABC	\$18,000.00					1			1
8	MTWRF-- 09:00A-10:00A	DT 30	REGIS&KELLY	\$18,000.00	1	1	1			2	2	7
9	MTWRF-- 10:00A-11:00A	DT 30	RACHAEL RAY	\$4,200.00 \$500.00	1	1	1			1	1	5
10	MTWRF-- 11:00A-12:00P	DT 30	VIEW-ABC	\$2,500.00 \$1,200.00	1	1	1			1	1	5
11	MTWRF-- 12:00P-12:30P	DT 30	ABC7 NWS AT 12	\$6,000.00 \$1,000.00	1	1	1			1	1	5
12	MTWRF-- 12:30P-01:00P	DT 30	MILLIONAIRE	\$5,000.00 \$550.00						1	1	5
13	MTWRF-- 01:00P-02:00P	DT 30	CHEW-ABC	\$2,750.00 \$700.00	1	1	1			1	1	5
14	MTWRF-- 02:00P-03:00P	EF 30	REVOLUTION	\$2,800.00 \$700.00	1		1			1	1	4
15	MTWRF-- 03:00P-04:00P	EF 30	ANDERSON	\$1,400.00 \$1,000.00		1				1		2
16	MTWRF-- 04:00P-05:00P	EF 30	KATIE	\$6,000.00 \$1,200.00	2	1	2			1		6
17	---S- 04:00P-06:00P	SP 30	ESPN SPTS SAT	\$7,200.00 \$750.00	1	2	1			2		6
18	MTWRF-- 05:00P-06:00P	EF 30	ABC7 NWS AT 5	\$750.00 \$1,200.00				1				1
19	MTWRF-- 06:00P-06:30P	EN 30	ABC7 NWS AT 6	\$9,800.00 \$1,500.00	2	2	2			2		8
20	MTWRF-- 06:27P-06:30P	EN 30	WORLD NEWS I	\$6,000.00 \$3,000.00	1	1	1			1		4
21	MTWRF-- 06:57P-07:00P	EN 30	WORLD NEWS II	\$6,000.00 \$4,000.00		1		1				2
22	---SSu 06:00P-07:00P	EN 30	NEWS WEEKEND	\$8,000.00 \$1,200.00		1				1		2
23	MTWRF-- 07:00P-07:30P	PA 30	WHEEL-FORTUNE	\$1,200.00 \$3,000.00					1			1
24	MTWRF--	PA 30	JEOPARDY	\$12,000.00 \$4,000.00	1	1	1			1		4

Advertiser: NRSC 2012
Campaign: TV: 10/31-11/6/12

Station Order
WASHINGTON, DC (HAGRSTWN) - TV

Station: WJLA

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross								
				Rate/ Total	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	Total Spots
25	07:30P-08:00P ---S-	30 PA	WHEEL-FORTNE W	\$16,000.00 \$1,200.00				1				1
26	07:00P-07:30P ---S-	30 PA	JEOPARDY-WKND	\$1,200.00				1				1
27	07:30P-08:00P M—	30 PT	DANCING STARS	\$1,200.00 \$14,000.00						1		1
28	08:00P-10:00P —W—	30 PT	DRAMA	\$14,000.00 \$7,500.00		1						1
29	10:00P-11:00P ---F-	30 PT	20/20-FRI-ABC	\$7,500.00 \$6,000.00			1					1
30	10:00P-11:00P ---S-	30 SP	ABC COL FOOTBL	\$6,000.00 \$5,000.00				1				1
31	03:30P-07:00P MTWRF—	30 LN	ABC7 NWS AT 11	\$5,000.00 \$2,200.00						1		4
32	11:00P-11:30P MTWRF—	30 LF	ABC-NITELINE	\$8,800.00 \$1,200.00	1	1	1			1		2
33	11:30P-12:00A ---Su	30 LN	ABC7 NWS SUN	\$2,400.00 \$1,500.00					1			1
	11:00P-12:00A	30		\$1,500.00								
					\$183,100.00	21	21	21	6	4	27	14

<u>Month</u>	<u>Spots</u>	<u>Station Gross Dollars</u>
Nov	114	\$183,100.00
	114	\$183,100.00

By: _____